

ABSTRACT OF THE DISCLOSURE

An AC driven active matrix display device in which image display with enough brightness can be easily achieved while reducing an amplitude range of a pixel electrode potential. The display device 1, 100 or 110 according to the invention comprises two memory circuits (a first memory circuit 40 and a second memory circuit 41) which are connected in series between each pixel electrode 22 and a corresponding signal line 30. Data is written to the first memory circuit in a first period, then the data is transferred from the first memory circuit to the corresponding second memory circuit in a second period. The potential of a counter electrode 23 is switched in the second period between a first potential (VcomH) and a second potential (VcomL).